



**R.E.A.L.** building

## NEWS RELEASE

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### For Immediate Release:

#### **FIRST 'GREEN' HOUSE IN ST PETERSBURG**

ST. PETERSBURG, FL (March 28, 2007) - **REAL** (RESPONSIBLE, EFFICIENT, ATTAINABLE and LIVABLE) **building**, a green building and consulting company based in St. Petersburg, FL, recently received building permits from the City of St. Petersburg to begin work on the first green-certified home in St. Petersburg.

Now under construction, the first green home in St. Petersburg, located in the Riviera Bay area at 216 84<sup>th</sup> Ave NE, showcases many green materials, systems, and principles. From using the existing structure to reduce demolition waste; to the roof-mounted tubular skylights improving the home's natural lighting; and all materials and systems in between, REAL building hopes to lead the Tampa Bay area towards a more sustainable future.

Using efficient building practices and principles, the new "Seaside-style" house will boast significant energy and cost saving measures creating an efficient and environmentally sustainable home. REAL building is working with the Florida Green Building Coalition (FGBC) to certify the home following the organization's strict guidelines and standards. In the future, REAL building also hopes to certify the company's projects through the United States Green Building Council's (USGBC) LEED for homes program that begins this Summer.

The new house will include four bedrooms, three bathrooms and a two-car garage that utilizes the existing first floor structure. Along with being the Brinkley Family home, REAL plans to use it as a model to show future clients the green materials and building practices available in the marketplace. REAL will analyze the performance of the house—and the products and systems used—and the data collected will be evaluated.

"St. Petersburg is leading the way in Florida by implementing strategies for a sustainable future," said Mayor Rick Baker. St. Petersburg was the first city in the state to receive the Green Building Coalition's Green City designation, and has been recognized for its energy conservation, recycling, reclaimed water, fuel efficiency, landscaping, open space preservation and environmental programs.

Mayor Baker also chairs the state's Century Commission, charged with developing a plan for a sustainable future for the state of Florida. He said, "The job of creating a quality environment for the future is bigger than government. It is going to have to be a partnership between public and private enterprise and individual citizens, who must all accept responsibility and a future conscience. I'd like to congratulate REAL for its dedication to this mission, and personally thank Darren Brinkley for his vision in bringing this project to its fruition."

Founded in May of 2006, REAL building strives to build in a more responsible manner, limiting a home's impact on the environment, lowering its dependence on unsustainable energy sources, and utilizing materials that, not only lessen the environmental impact, but offer superior strength and higher insulation values. The principles of the company exist in the acronym R.E.A.L.: Responsible, Efficient, Attainable, and Livable.

“The creation of REAL building did not particularly come from a desire to build green,” says founder Darren Brinkley, “It came from the desire to build responsible, efficient, healthy, and safe homes; it just so happens that is what is generally called green building... we think it should simply be called ‘real’ building – a standard that should apply to all construction.”

REAL building offers three distinct services: Project Management, Consultancy, and Development.

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